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Terms	Documents
L44 and natural same language	24

Database:

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US Pre-Grant Publication Full-Text Database
JPO Abstracts Database
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Search History

DATE: Tuesday, November 26, 2002   Printable Copy   Create Case

Set Name side by side	Query	Hit Count	Set Name result set
DB=USPT,PGPB,JPAB,EPAB,DWPI,TDBD; PLUR=YES; OP=OR			
L45	L44 and natural same language	24	L45
L44	L43 and market same data	116	L44
L43	L42 and database	439	L43
L42	L41 and demographic same informat$	451	L42
L41	L39 and quer$	7068	L41
L40	L39 and query	6456	L40
L39	graphical same interface	25389	L39
L38	L37 and nielsen same rating$	1	L38
L37	market near research same data	428	L37
L36	L35 and correlat$	36	L36
L35	L34 and data same collection	49	L35
L34	nielsen same ratings	83	L34

L33	L32 and data same collection	1	L33
L32	neilsen same ratings	5	L32
L31	L30 and market near survey	3	L31
L30	l28 and attribute same database	82	L30
L29	l28 attribute same database	8855	L29
L28	market near data	940	L28
L27	(((707/11)!.CCLS.))	0	L27
L26	(((707/9)!.CCLS.))	634	L26
L25	(((707/8)!.CCLS.))	579	L25
L24	(((707/7)!.CCLS.))	555	L24
L23	((707/100)!.CCLS.)	1299	L23
L22	(((709/224)!.CCLS.))	1710	L22
L21	(((709/$)!.CCLS.))	20785	L21
L20	(((725/10)!.CCLS.))	33	L20
L19	(((705/27)!.CCLS.))	707	L19
L18	((705/26)!.CCLS.)	1843	L18
L17	(((707/10)!.CCLS.))	2517	L17
L16	(((707/1)!.CCLS.))	1970	L16
L15	(((707/$)!.CCLS.))	17409	L15
L14	(((345/719)!.CCLS.))	128	L14
L13	(((345/$)!.CCLS.))	48736	L13
L12	(((725/12)!.CCLS.))	19	L12
L11	(((725/34)!.CCLS.))	107	L11
L10	(((725/116)!.CCLS.))	270	L10
L9	(((725/35)!.CCLS.))	80	L9
L8	(((725/2)!.CCLS.))	59	L8
L7	(((725/14)!.CCLS.))	147	L7
L6	(((725/9)!.CCLS.))	105	L6
L5	(((725/$)!.CCLS.))	5121	L5
L4	(((705/$)!.CCLS.))	16585	L4
L3	(((705/35)!.CCLS.))	703	L3
L2	(((705/14)!.CCLS.))	1323	L2
L1	((705/10)!.CCLS.)	732	L1

END OF SEARCH HISTORY

WEST Search History

DATE: Tuesday, November 26, 2002

Set Name side by side	Query	Hit Count	Set Name result set
DB=USPT,PGPB,JPAB,EPAB,DWPI,TDBD; PLUR=YES; OP=OR		
L45	L44 and natural same language	24	L45
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L43	L42 and database	439	L43
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L12	(((725/12)!.CCLS.))	19	L12
L11	(((725/34)!.CCLS.))	107	L11
L10	(((725/116)!.CCLS.))	270	L10
L9	(((725/35)!.CCLS.))	80	L9
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L7	(((725/14)!.CCLS.))	147	L7
L6	(((725/9)!.CCLS.))	105	L6
L5	(((725/$)!.CCLS.))	5121	L5
L4	(((705/$)!.CCLS.))	16585	L4
L3	(((705/35)!.CCLS.))	703	L3
L2	(((705/14)!.CCLS.))	1323	L2
L1	((705/10)!.CCLS.)	732	L1

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L36: Entry 6 of 36   File: PGPB   Jun 27, 2002

PGPUB-DOCUMENT-NUMBER: 20020083443
PGPUB-FILING-TYPE: new
DOCUMENT-IDENTIFIER: US 20020083443 A1

TITLE: Advertisement distribution system for distributing targeted advertisements in television systems

PUBLICATION-DATE: June 27, 2002

INVENTOR-INFORMATION:

NAME	CITY	STATE	COUNTRY	RULE-47
Eldering, Charles A.	Doylestown	PA	US	
Gill, Komlika K.	Cherry Hill	NJ	US	

APPL-NO: 09/ 748942   [PALM]
DATE FILED: December 27, 2000

RELATED-US-APPL-DATA:
Application is a non-provisional-of-provisional application 60/229156, filed August 31, 2000,

INT-CL: [07] H04 N 7/025, H04 N 7/10, G06 F 3/00, H04 N 5/445, G06 F 13/00

US-CL-PUBLISHED: 725/34; 725/32, 725/42, 725/46
US-CL-CURRENT: 725/34; 725/32, 725/42, 725/46

REPRESENTATIVE-FIGURES: 1

ABSTRACT:

Providing refreshed advertisements to subscriber equipment 210, such as a set-top box. A "client" application runs on the subscriber equipment 210 and includes a queue 404 for storing targeted advertisements, a processor 402 for monitoring the display of each advertisement to the subscriber, a counter 410 for counting each display, and a trigger circuit 406 for initiating an advertisement download each time it is determined that the queue of advertisements stored at the client application has reached a low-level threshold. An advertisement management system 202 provides advertisements to the client application. These advertisements may be network-based advertisements or may be targeted to each individual subscriber, based on a subscriber profile that is provided by a subscriber characterization system 204.

[0001] This patent application claims benefit under 35 USC .sctn.1.19(e) of Provisional application No. 60/229,156 filed on Aug. 31, 2000 entitled Method and System for Addressable and Program Independent Advertising, which is incorporated herein by reference.

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L36: Entry 6 of 36   File: PGPB   Jun 27, 2002

DOCUMENT-IDENTIFIER: US 20020083443 A1
TITLE: Advertisement distribution system for distributing targeted advertisements in television systems

Detail Description Paragraph (27):
[0047] One technique for forming groups involves the utilization of geographic location information. Each group may consist of subscribers located in a particular state, city, or associated with a cable television node. Another technique for forming groups is based on knowledge of the viewership of the actual programming. For example, many companies collect data related to the viewing of the television programming and such information may be used to form subgroups. Once such collection of data, known as the Nielsen ratings, are based on samples of information related to the viewing of television programming. Other types of similar information are also available. The groups may be based on the actual viewership information, on an estimate of the current viewership, or on the statistical measurement of the viewership.

CLAIMS:

12. In a television network, a system for displaying targeted advertisements to subscribers, the system comprising: an advertisement management system for identifying targeted advertisements for a subscriber by correlating advertisement profiles with a subscriber profile, and generating at least one queue of targeted advertisements for the subscriber, wherein each of the at least one queue identifies a sequence for presenting the targeted advertisements to the subscriber; an advertisement distribution system for distributing the targeted advertisements and at least one of the at least one queue to the subscriber over the television network; and subscriber equipment for receiving the targeted advertisements and the at least one queue and displaying the targeted advertisements to the subscriber, the subscriber equipment including: a communications interface for communicating with said advertisement management system advertisement and said distribution system, memory for storing the targeted advertisements and the at least one queue, a processor, responsive to the queue, for inserting the targeted advertisements in program streams for display to the subscriber, and a trigger circuit for determining if the at least one queue has reached a low-level, wherein said subscriber equipment receives at least one additional queue in response to a low-level determination by said trigger circuit.

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Search Results - Record(s) 1 through 5 of 5 returned.

☐   1.   Document ID: US 20020078441 A1

L32: Entry 1 of 5   File: PGPB   Jun 20, 2002

PGPUB-DOCUMENT-NUMBER: 20020078441
PGPUB-FILING-TYPE: new
DOCUMENT-IDENTIFIER: US 20020078441 A1

TITLE: Real-time audience monitoring, content rating, and content enhancing

PUBLICATION-DATE: June 20, 2002

INVENTOR-INFORMATION:

NAME	CITY	STATE	COUNTRY	RULE-47
Drake, Eddie	Bothell	WA	US	
Long, Xiping	Issaquah	WA	US	
Vrudhula, Padmaja	Seattle	WA	US	

US-CL-CURRENT: 725/9; 725/14, 725/34

| Full | Title | Citation | Front | Review | Classification | Date | Reference | Sequences | Attachments | Claims | KWIC | Draw Desc | Image |

☐   2.   Document ID: US 20020059094 A1

L32: Entry 2 of 5   File: PGPB   May 16, 2002

PGPUB-DOCUMENT-NUMBER: 20020059094
PGPUB-FILING-TYPE: new
DOCUMENT-IDENTIFIER: US 20020059094 A1

TITLE: Method and system for profiling iTV users and for providing selective content delivery

PUBLICATION-DATE: May 16, 2002

INVENTOR-INFORMATION:

NAME	CITY	STATE	COUNTRY	RULE-47
Hosea, Devin F.	Boston	MA	US	
Zimmerman, Richard S.	Belmont	MA	US	
Rascon, Arthur P.	Lexington	MA	US	
Oddo, Anthony Scott	Jamaica Plain	MA	US	
Thurston, Nathaniel	Somerville	MA	US	

US-CL-CURRENT: 705/10

| Full | Title | Citation | Front | Review | Classification | Date | Reference | Sequences | Attachments | Claims | KWIC | Draw Desc | Image |

☐   3.   Document ID: US 6124877 A

L32: Entry 3 of 5   File: USPT   Sep 26, 2000

US-PAT-NO: 6124877
DOCUMENT-IDENTIFIER: US 6124877 A

TITLE: System for monitoring and reporting viewing of television programming

DATE-ISSUED: September 26, 2000

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Schmidt; David	Rowayton	CT		

US-CL-CURRENT: 725/10; 725/25

| Full | Title | Citation | Front | Review | Classification | Date | Reference | Sequences | Attachments | Claims | KWIC | Draw Desc | Image |

☐   4.   Document ID: US 4666160 A

L32: Entry 4 of 5   File: USPT   May 19, 1987

US-PAT-NO: 4666160
DOCUMENT-IDENTIFIER: US 4666160 A

TITLE: Apparatus for playing

DATE-ISSUED: May 19, 1987

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Hamilton; Clarence Q.	Brooklyn	NY	11201	

US-CL-CURRENT: 273/242

| Full | Title | Citation | Front | Review | Classification | Date | Reference | Sequences | Attachments | Claims | KWIC | Draw Desc | Image |

☐   5.   Document ID: US 4569526 A

L32: Entry 5 of 5   File: USPT   Feb 11, 1986

US-PAT-NO: 4569526
DOCUMENT-IDENTIFIER: US 4569526 A

TITLE: Vectorial and Mancala-like games, apparatus and methods

DATE-ISSUED: February 11, 1986

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Hamilton; Clarence Q.	Brooklyn	NY		

US-CL-CURRENT: 273/242; 273/237, 273/259, 273/284, 273/287

| Full | Title | Citation | Front | Review | Classification | Date | Reference | Sequences | Attachments | | KWIC | Draw Desc | Image |

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